



Baldrige National Quality Program
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The Official Conference of the Malcolm Baldrige National Quality Award

The Quest for Excellence® XVIII

April 23-26, 2006

Hilton Washington • Washington, DC

**AWARD RECIPIENTS IN MANUFACTURING, SERVICE, SMALL BUSINESS,
EDUCATION, AND HEALTH CARE!**

- Sunny Fresh Foods, Inc.
- DynMcDermott Petroleum Operations
- Park Place Lexus
- Jenks Public Schools
- Richland College
- Bronson Methodist Hospital

Discount for early registration by April 3, 2006 • Now offering CEUs

Pre-Conference Workshops on the Baldrige Criteria and Self-Assessment

www.baldrige.nist.gov



The Quest for Excellence XVIII

Learn. Network. Energize.



For more than seventeen years, The Quest for Excellence has provided a forum for the recipients of the Malcolm Baldrige National Quality Award to showcase their exceptional performance practices. Role model organizations in manufacturing, service, small business, education, and

health care have shared their journeys to excellence with the nation. This year we welcome Award recipients from every Award category: Sunny Fresh Foods, Inc., DynMcDermott Petroleum Operations, Park Place Lexus, Jenks Public Schools, Richland College, and Bronson Methodist Hospital.

Whether your organization is large or small, is involved in service, manufacturing, education, or health care, or has one office or multiple sites around the globe, you can benefit from the knowledge and experience of the 2005 Baldrige Award recipients. Plan to attend The Quest for Excellence XVIII, April 23-26, 2006 in Washington, DC.



April 23-26, 2006 • Hilton Washington • Washington, DC



Sponsored by the National Institute of Standards and Technology (NIST). Cosponsored by the American Society for Quality (ASQ) and the American Society for Training and Development (ASTD).

Featuring the 2005 recipients of the Malcolm Baldrige National Quality Award

MANUFACTURING

Sunny Fresh Foods, Inc.



Sunny Fresh Foods, Inc. (SFF), manufactures value-added egg-based food products primarily for the food service industry. SFF produces over 160 products under the Sunny Fresh label and under private labels for food service and retail marketers. SFF's more than 2,000 customers include quick service restaurants, schools, health care organizations, and the military. Products include cholesterol-free and fat-free egg products, pre-cooked frozen and refrigerated entrees, pre-cooked frozen scrambled and diced eggs, refrigerated and frozen liquid pasteurized eggs and scrambled egg mixes, and peeled hard-cooked eggs.

Since first receiving the Baldrige Award in 1999 (in the small business category), SFF revenues are up 93% and from 2001 to 2005 sales per employee and profit per employee have increased by 19%. In addition, process improvements have resulted in a 99.8% on-time delivery rate, exceeding the benchmark levels of other Baldrige Award recipients.

SERVICE

DynMcDermott Petroleum Operations



DynMcDermott Petroleum Operations Company (DM) is the sole management and operations contractor for the U.S. Department of Energy's Strategic Petroleum Reserve (SPR). The SPR is the nation's emergency oil stockpile and is the largest emergency petroleum supply in the world. As the operations and maintenance contractor, DM performs all tasks to ensure the availability of oil upon order of the President during a supply disruption. DM is the first company in the oil industry to receive a Baldrige Award!

Several of DM's sites were directly impacted by recent hurricanes Katrina and Rita. Despite employees being displaced from their homes and worksites, DM was able to restore operations immediately and begin the Oil Exchange Program in less than five days. DM demonstrates benchmark leadership in its commitment to the environment. It has maintained certification with the International Organization for Standardization's environmental management standards since 2001. DM has had no Environmental Notices of Violation from any state or federal environmental protection agencies since 1999.

SMALL BUSINESS

Park Place Lexus



Park Place Lexus (PPL) sells new Lexus and pre-owned luxury vehicles, services Lexus and other vehicles, and sells Lexus parts to the wholesale and retail markets. PPL's two locations near Dallas, Texas, both have new car client satisfaction index (CSI) ratings approaching 100%. In fact, the PPL Grapevine location's CSI was 99.8% in 2004, making it the highest rated Lexus dealership in the nation. PPL is the first automotive dealership to receive a Baldrige Award!

PPL's continued client focus extends to the pre-owned, service, and parts departments where CSI is at or near 98%, among the regional and Lexus best. Furthermore, 97% of clients say they would recommend the service department to a friend or relative. This client focus has helped PPL achieve sustained revenue growth from 1995 through 2004. Revenue has increased from about \$70 million in 1995 to \$350 million in 2004, and the company is on target for \$387 million in 2005. In addition, PPL's gross profit has increased by 51.3% from 2000 to 2004, exceeding the Lexus national dealer average.

EDUCATION

Jenks Public Schools



Jenks Public Schools (JPS) is a public school district serving the Tulsa, Oklahoma area. JPS programs and services include an intergenerational program with pre-kindergarten and kindergarten students and the elderly, a “Parents as Teachers Program,” and a student and teacher exchange program with a school in China. JPS is the 11th largest school district in Oklahoma, with 9,271 students.

The Academic Performance Index (API) scores for JPS students from 2001 to 2005 exceed the API test scores at the national and state levels. One elementary school was one of only four in the state to achieve an API “perfect” score of 1500 points, the target for excellence set by the state to meet the No Child Left Behind (NCLB) Act. The Career Action Planning Program (CAPS) facilitates communication between parents, students, and teachers. Parent attendance at high school parent-teacher conferences increased from below 20% to 95% since the inception of CAPS in 1997. Drop-out rates, a measure of student satisfaction for JPS students, have decreased from 6.3% in 1999 to 1.2% at the close of the 2004 school year.

EDUCATION

Richland College



Richland College (RLC), a two-year community college in the Dallas County Community College District in Dallas, Texas, provides credit and continuing education courses to more than 20,000 students each semester. Its students, ranging from adolescents to senior citizens, speak 90 different first languages. RLC’s key student segment is the transfer student, whose primary goal is to further their education at a four-year university. RLC is the first community college to receive a Baldrige Award!

After a significant reduction in state funding, RLC decreased its operational costs per credit hour, while improving services, adding necessary employees, and implementing innovative practices. A strong cadre of adjunct faculty, now approximately 60% of the total faculty, are used to respond quickly to changes in the market, to enhance practical application experience, and to help control the cost of instruction. RLC has shown consistent improvements in measures of student success. In the five most important student satisfaction measures (classes scheduled, class time convenience, quality of instruction, variety of courses, and intellectual growth), RLC increased its levels of satisfaction and surpassed the national norm over the past four years.

HEALTH CARE

Bronson Methodist Hospital



With 343 licensed beds and all private rooms, Bronson Methodist Hospital (BMH) in Kalamazoo, Michigan, is a tertiary medical center providing inpatient and outpatient care in virtually every specialty—cardiology, orthopedics, surgery, emergency medicine, neurology, and oncology. In particular, BMH offers advanced capabilities in critical care as a Level I Trauma Center; in neurological care as a JCAHO certified Primary Stroke Center; in cardiac care as the region’s only accredited Chest Pain Center; in obstetrics as the leading BirthPlace and only high-risk pregnancy center in southwest Michigan; and in pediatrics as one of only four children’s hospitals in the state.

Patient focus is central to BMH’s ongoing strategy, both in patient satisfaction and outcomes. Patient satisfaction with inpatient and outpatient services was 97% in 2004. BMH has achieved several best practice designations, including 5-star rankings for acute myocardial infarction and hip replacement from HealthGrades, and BMH is approaching the Centers for Medicare and Medicaid Services top 10% performance for giving antibiotics within one hour of surgical incisions. In addition, BMH has been named among the 100 Best Companies for Working Mothers by *Working Mothers Magazine* and *Fortune’s* 100 Best Companies to Work For.

The Quest for Excellence XVIII Conference Schedule*

REGISTRATION HOURS

Sunday, April 23, 3:30 - 7:00 pm

Tuesday, April 25, 7:00 am - 5:30 pm

Monday, April 24, 6:45 am - 6:30 pm

Wednesday, April 26, 7:00 - 12:00 pm

Sunday, April 23

1:00 - 4:00 pm

Concurrent Pre-Conference Workshops

Workshop 1 - Getting Acquainted with Baldrige

- Designed for those who **have had little or no exposure to the Baldrige Criteria**
- Participants will learn the history and structure of the Baldrige Program, the benefits of self-assessment and feedback, the structure of the Criteria, how to focus improvement and communication efforts, and how to use the Criteria and the Award recipient application summaries to enhance learning from the QE sessions.

Workshop 2 - Intermediate Baldrige: Moving from Interest to Action

- Designed for those who **have begun to use the Baldrige Criteria** or self-assessment tools and are ready to learn more—not for experienced *Criteria users*
- Participants will learn the benefits of conducting a self-assessment using the Organizational Profile, an approach for managing an initial organizational self-assessment, and the value of using the Criteria to more fully articulate an organization's attributes, challenges, and needs.

Monday, April 24

8:00 - 9:05 am

Opening Plenary: Welcome, Video, Keynote: Sr. Mary Jean Ryan, President and CEO, SSM Health Care

9:05 - 9:50 am

Plenary Session: Senior Leaders Present Organizational Profile and Leadership Category

10:20 - 11:05 am

Plenary Session: Senior Leaders Present Organizational Profile and Leadership Category (continued)

11:20 am - 12:00 pm

Plenary Senior Leadership Panel: Q&A on Leadership Category

12:00 - 1:30 pm

Lunch

1:30 - 5:30 pm

Concurrent Sessions: Track an Award recipient or track a Criteria Category. Learn how the Baldrige Criteria are applied in different sectors.

1:30 - 2:15 pm

Sunny Fresh Foods

DynMcDermott

Park Place Lexus

Jenks Public Schools

Richland College

Bronson Methodist Hospital

1:30 - 2:15 pm

Strategic Planning

Customer and Market Focus

Measurement, Analysis, and Knowledge Management

Faculty and Staff Focus

Process Management

Strategic Planning

2:30 - 3:15 pm

Customer and Market Focus

Measurement, Analysis, and Knowledge Management

Human Resource Focus

Process Management

Strategic Planning

Focus on Patients, Other Customers, and Markets

3:45 - 4:30 pm

Measurement, Analysis, and Knowledge Management

Human Resource Focus

Process Management

Strategic Planning

Student, Stakeholder, and Market Focus

Measurement, Analysis, and Knowledge Management

4:45 - 5:30 pm

Human Resource Focus

Process Management

Strategic Planning

Student, Stakeholder, and Market Focus

Measurement, Analysis, and Knowledge Management

Staff Focus

6:00 - 8:00 pm

Conference Reception and Cash Bar

Tuesday, April 25

Concurrent Sessions								
8:00 am - 12:00 pm		Sunny Fresh Foods	DynMcDermott	Park Place Lexus	Jenks Public Schools	Richland College	Bronson Methodist Hospital	All: Applying for the Award
8:00 - 8:45 am		Process Management	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Faculty and Staff Focus	Process Management	
9:00 - 9:45 am		Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Faculty and Staff Focus	Process Management	The Bama Companies: Baldrige and	Bronson Methodist Hospital
10:15 - 11:00 am		Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	Medrad: Baldrige and Corporate Responsibility	Strategic Planning	Richland College
11:15 am - 12:00 pm		Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	Special Topic To Be Determined	Strategic Planning	Focus on Patients, Other Customers, and Markets	Jenks Public Schools
12:00 - 1:30 pm		Lunch						
Concurrent Sessions								
1:30 - 2:15 pm		Human Resource Focus	Process Management	RWJ Hospital: Baldrige and Patient Safety	Strategic Planning	Student, Stakeholder, and Market Focus	Measurement, Analysis, and Knowledge Management	Park Place Lexus
2:30 - 3:15 pm		Process Management	Pearl River School District: Baldrige and No Child Left Behind	Strategic Planning	Student, Stakeholder, and Market Focus	Measurement, Analysis, and Knowledge Management	Staff Focus	DynMcDermott
3:45 - 4:30 pm		St. Luke's Hospital: Creating a Balanced Scorecard	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Faculty and Staff Focus	Process Management	Sunny Fresh Foods
Town Hall Sessions Featuring Current and Past Award Recipients								
4:45 - 5:30 pm		Manufacturing <ul style="list-style-type: none">The Bama CompaniesMedradSunny Fresh Foods		Service <ul style="list-style-type: none">Caterpillar Financial ServicesDynMcDermottPark Place Lexus		Education <ul style="list-style-type: none">Jenks Public SchoolsMonfort College of BusinessPearl River School DistrictRichland College		Health Care <ul style="list-style-type: none">Bronson Methodist HospitalRWJ HospitalSaint Luke's Hospital of Kansas City

Wednesday, April 26

8:00 - 8:35 am	Keynote
8:35 - 9:20 am	Plenary Session: Senior Leaders Present Journey to Performance Excellence and Lessons Learned
9:50 - 10:35 am	Plenary Session: Senior Leaders Present Journey to Performance Excellence and Lessons Learned (continued)
10:50 - 11:35 am	Plenary Senior Leadership Panel: Q&A on Journey to Performance Excellence and Lessons Learned
11:35 - 11:55 am	Plenary Session: Conference Themes and New Directions

* Conference Schedule is subject to change.

About The Quest for Excellence XVIII

The Quest for Excellence (QE) XVIII will provide an opportunity for in-depth learning about the best practices and results of the 2005 Baldrige Award recipients. Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria, their journey to performance excellence, and their lessons learned. Attendees will be able to track the journey of two Award recipients, track a Category, or both. QE XVIII is designed to maximize learning and networking opportunities.

Who Should Attend: CEOs, senior managers, education and health care leaders and professionals, directors of staff functions, heads of operating units, quality/performance improvement practitioners, and anyone implementing the Criteria in their organization.

New This Year!

- Special Topic Sessions featuring former Award recipients from all three sectors
- Enhanced CD containing full audio and select video recordings

Special Features

Pre-Conference Workshop: Two concurrent pre-conference workshops will be held Sunday, April 23, 2006 from 1:00-4:00 pm. The workshops are designed to address the needs of individuals with different levels of exposure to the Baldrige Program and the Criteria for Performance Excellence. Pre-registration is required. (Limit 100 participants each.) Each workshop is available with or without a QE XVIII conference registration. Choose the workshop that best matches your experience level! **On-site registration will not be available.**

Proceedings: Attendees receive a conference bag containing Award recipient videos, presentation slides, and other materials from the Baldrige National Quality Program. Following the conference attendees will receive a CD containing audio recordings from the concurrent sessions, video of the plenary sessions, presentation slides, and application summaries from the Award recipients.

CEUs/RUs: Attendance at the The Quest for Excellence Conference qualifies for 1.3 Recertification Units (RUs) from the American Society for Quality (ASQ). Participation in either Pre-Conference Workshop qualifies for .3 IACET CEUs and .3 ASQ RUs.

For More Information on The Quest for Excellence and the Baldrige National Quality Program, call (301) 975-2036; fax (301) 948-3716; email nqp@nist.gov; or visit our Web site at **www.baldrige.nist.gov**.

Registration & Hotel Information

Accommodations

Rooms have been reserved at the Hilton Washington at the special conference rate of \$205.00 standard single or double or \$254.00 towers single or double. The tax rate is 14.5%. To receive this special rate, reserve by April 6, 2006 and be sure to mention The Quest for Excellence XVIII. You may reserve rooms by calling the hotel at 1-888-324-4586 or 202-797-5755. Reservations can also be made online at **www.baldrige.nist.gov**.

Conference Registration Fees

The advance registration fee of \$1100 is due by April 3, 2006. Attendees who register after April 3 will pay the regular conference fee of \$1250. You may register by phone, fax, or mail through ExpoExchange (ATD063) or register online at **www.baldrige.nist.gov**. See the registration form in this brochure for complete information.

Faculty and Group Discounts

Individuals who have full-time academic employment with a college, university, school district, secondary school, or elementary school are eligible for discounted fees of \$775 (advance) or \$925 (regular). The faculty discount cannot be combined with the group discount.

Groups of 10 or more receive a \$100 discount per registrant off the advance or regular registration fee as appropriate. Registrations must be made as a group. The full conference fee will be charged if cancellations reduce the group to fewer than 10 employees. Substitutions may be made at any time.

Payment Information

All registration forms must be accompanied by payment in full (U.S. Currency only). All phone or fax registrations must include the expiration date and number of a major credit card (VISA/MC/AMEX/DISCOVER) that will be charged. If you wish to guarantee payment with a purchase order, ExpoExchange must receive the hard copy of the purchase order with your registration form. All checks should be made payable to Quest for Excellence XVIII-ASTD. You will receive confirmation of your registration by email, fax, or mail.

Cancellation and Substitution Policy

Registrants whose requests for cancellation are received on or before April 3, 2006 will receive a full refund. Requests received between April 4, 2006 and April 17, 2006 will incur a \$200.00 processing fee. No requests for reimbursement for cancellations will be accepted after April 17, 2006. Substitutions may be made at any time.

The Quest for Excellence XVIII Registration Form

FOUR WAYS TO REGISTER

1. Call ExpoExchange at **866-229-2386** and use your MC, VISA, AMEX, or DISCOVER card.
2. Fax your complete registration form with credit card payment to ExpoExchange at **301-694-5124**.
3. Register online at **www.baldrige.nist.gov**.
4. Fill out the registration form below, enclose payment, and mail to:
The Quest for Excellence XVIII • c/o ExpoExchange (ATD063) • PO Box 3379 • Frederick, MD 21705-3379

CONTACT INFORMATION

First Name _____ Middle _____ Last Name _____
First Name for Badge _____
Organization _____
Title _____
Address _____
City _____
State/Province _____ ZIP/Postal Code _____ Country _____
Phone _____ Fax _____
Email _____

Sector

Please indicate the sector to which your organization belongs:

- | | | | |
|------------------------------------------------|--------------------------------------|-----------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Service | <input type="checkbox"/> Small Business | <input type="checkbox"/> Education (Pre K, K-12) |
| <input type="checkbox"/> Education (Higher Ed) | <input type="checkbox"/> Health Care | <input type="checkbox"/> Government | <input type="checkbox"/> Nonprofit |

How did you hear about QE XVIII?

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Received brochure in the mail (Please fill in the two-digit code that appears above your name on the label _____) | <input type="checkbox"/> Email advertisement |
| <input type="checkbox"/> From a colleague | <input type="checkbox"/> Advertisement in ASQ's <i>Quality Progress</i> |
| <input type="checkbox"/> Baldrige Web site | <input type="checkbox"/> Advertisement in ASTD's <i>T+D Magazine</i> |
| <input type="checkbox"/> Award Criteria | <input type="checkbox"/> Announcement in a trade publication |
| | <input type="checkbox"/> Other: _____ |

SELECT REGISTRATION (Please select the type of registration you wish to have.)

	Advance*	Regular
QE XVIII Conference		
<input type="checkbox"/> Individual	\$1100.00	\$1250.00
<input type="checkbox"/> Faculty Discount	\$775.00	\$925.00
<input type="checkbox"/> Group Discount**	\$1000.00	\$1150.00
Pre-Conference Workshop with QE XVIII Registration (Limit 100 participants, select only one workshop)		
<input type="checkbox"/> Getting Acquainted with Baldrige	\$100.00	\$100.00
<input type="checkbox"/> Intermediate Baldrige: Moving from Interest to Action	\$100.00	\$100.00
Pre-Conference Workshop only (Limit 100 participants, select only one workshop)		
<input type="checkbox"/> Getting Acquainted with Baldrige	\$150.00	\$150.00
<input type="checkbox"/> Intermediate Baldrige: Moving from Interest to Action	\$150.00	\$150.00

*Registration must be submitted by 11:59 PM EST, April 3, 2006.

**All registrations must be submitted at the same time to receive the group discount.

Payment Information

☐ **Check** (Payable to Quest for Excellence XVIII-ASTD).

Purchase Order # _____

Credit Card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card #: _____

Expiration date: _____

Cardholder Name: _____

Signature: _____

Special Needs (☐ Check here if you wish to be contacted)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable? Please indicate these special needs on the line below:

Or write, call, or fax ExpoExchange (ATD063), PO Box 3379, Frederick, MD 21705-3379, phone 866-229-2386, fax 301-694-5124, or email **ATD063.attendee@expoexchange.com**.